



# Lantern Festival

AT THE RACINE ZOO

**2019 MARKETING PLAN**

## **EVENT DATE**

Start of September to end of November 2019

## **EVENT LOCATION**

Racine Zoo, Racine, WI – The event will be held throughout the Zoo grounds. Focus will be in high traffic areas, including the Zoo's many green spaces.

## **EVENT DESCRIPTION**

The Racine Zoo was approached by the Lantern Group out of Zigong, China to be the first site in the U.S. for their installation of a Chinese Lantern Festival. The Racine Zoo was chosen because of its close proximity to Milwaukee and Chicago. The Lantern Group is an industry leader in the propagation of the Chinese cultural experience through its Lantern Festivals, and our Zoo was honored to be asked to bring an event of this caliber to Racine.

The lanterns displayed at the Racine Zoo will look like pieces of artwork during the day, but will bring the Zoo to life as the sun sets. The lanterns will be larger-than-life sculptures of various animals. They will be assembled throughout the summer, some on Zoo grounds and others close by. This would be a ticketed, walk-around event after the Zoo has closed and the sun has set.

Visit these links to learn more about the lanterns:

<http://www.zigonglanterngroup.com/>

Production Video:

<https://youtu.be/Fu6zgEesACo>

LongLeat UK 30 second ad Video:

<https://youtu.be/J8sAw5uMLnl>

## **LEADING ORGANIZATIONS**

Racine Zoo and Zigong Lantern Group

## **FUNDING AND SUPPORT**

We are certain we will be able to attain sponsorships for this unique cultural event, but will be initially funded by the Racine Zoo and Zigong Lantern Group. The projected attendance revenue is planned to cover the creation of the lanterns and the operations of the event. We are also reaching out to potential partners for sponsorships and joint programming.

The Racine Zoo regularly cooperates with area businesses and corporations, and we plan to leverage existing partnerships with the Downtown Racine Corp, Racine Area Manufacturers and Commerce, and other similar organizations in the operation of this event, as increases in tourism and cultural events in Racine will be a benefit to all stakeholders. Real Racine, the county convention and visitors bureau, has already committed to assist with promotion of this event.

## **MARKETING OVERVIEW**

This first-time event will be marketed to all of Wisconsin and Illinois as a spectacular lantern festival, with a focus on the promotion of what Racine has to offer. This widespread, blanketed marketing campaign aims to use the festival as a key event to grab attention, but that will generate enough buzz to result in multi-day stays and a significant increase in tourism to Racine. Racine is itself a destination, and with the cultural draw of a large scale, unique cultural event, we will attract guests from all walks of life to the area. We are confident that with this lantern festival and the exposure it will give the Zoo and our partner the Zigong Lantern Group, it will be a recurring event for years to come.

## **MARKETING GOALS**

- Increase attendance by attracting at least 100,000 visitors to the festival during the run of the event (as estimated by the Zigong Lantern Group)
- Increase number of new visitors:
  - Broaden type of people attending event, with particular focus on those currently not engaged with our other events.
  - Currently, a majority of guests engaged with zoo events live within the Greater Racine area. We aim to increase guests coming from outside of the city through our large-scale marketing approach.
  - Reach visitors that will stay overnight in the Racine area.

- Expand social media reach:
  - Increase our 19,794 Facebook likes, 2,583 Twitter followers, and 1,029 Instagram followers at least 10% each during the festival.
- Increase website traffic:
  - Drive traffic to our website, especially the front page where we will place a digital banner promoting the lantern festival.
  - Between September 1 and November 30, 2018, we had 13,266 page views on our homepage. We would like to increase that number by 10% within the duration of the lantern festival.

## **TARGET AUDIENCE**

**Primary Target Audience:** Families and people of all ages in Wisconsin and Illinois interested in creative displays or night events

**Secondary Target Audience:** Families and people of all ages in Wisconsin and Illinois who have not previously attended Racine Zoo events

## **CURRENT AUDIENCE REACH**

### **Social Media Reach:**

- Facebook
  - Likes: 19,794
  - Reach 2018: 412,500
  - Event Responses 2018: 23,500
- Twitter
  - Followers: 2,583
- Instagram
  - Followers: 1,029

### **E-Blast Reach (mailchimp.com):**

- Entire Zoo Database: 6,082 subscribers
- Members Only: 3,749 subscribers

### **Website Homepage Views (racinezoo.org):**

- 2017: 53,542
- 2018: 77,622 (an increase of 45%)

## PROMOTIONAL TIMELINE

See last page.

## PROMOTIONAL TACTICS

- **Sponsorship packet**
- **Posters and flyers**
- **Social media posts/boosted advertising** (Facebook, Twitter, Instagram)
- **Social media cover photo** (Facebook and Twitter)
- **E-blasts and inclusion in bi-weekly e-newsletters**
- **Racine Zoo website** - slider on front page of website
- **Racine Zoo website** - dedicated event page on website with ticket sales
- **TravelWisconsin.com website event promotion** (under "Wisconsin Events")
- **Outside print advertisements:** (magazines and newspapers)
- **Inclusion in monthly issues of Racine Zoo's Wildlife Matters online magazine**
- **Large mailing**
- **Press release**
- **Billboards**
- **Television appearances** (TMJ 4, FOX6, WISN 12, CBS 58, etc.)
- **Radio appearances**
- **Create additional events during the festival** (e.g.: evening events that incorporate both the lanterns and a wine tasting)

We also plan to take advantage of the opportunity to do co-op advertising with the Wisconsin Department of Tourism. We are interested in the advertising programs below:

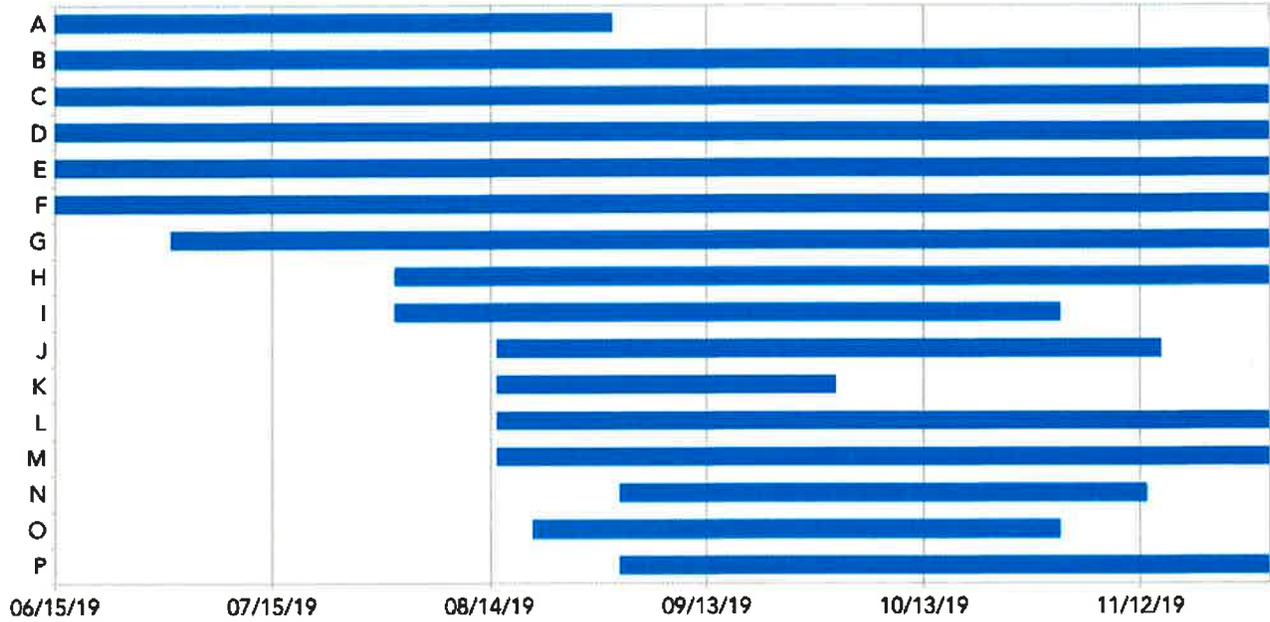
- **Email Program:** 2 sets of Traveler Emails between July and November (emails sent twice a month to over 97,000 opt-in subscribers)
- **Social Media Program:** General Facebook and Twitter post to 478,000 Facebook fans and 99,000 Twitter followers between July and November (post will drive traffic directly to website or social channel)
- **Circle Wisconsin Motorcoach Co-Op** (September ad space)
- **Midwest Living** (September/October issue)
- **Deals Program:** Dedicated page on TravelWisconsin.com (to use toward deal on a weekday admission for Lantern Festival)
- **Digital Banner Program:** Programmatic advertising between between July and November

## **POST EVENT MARKETING EVALUATION PLAN**

- Ticket Sales
- Social Media Analytics
- Website Analytics

Ticket sales will be utilized to measure total attendance across the event. Zip codes collected with each ticket sold will aid us in evaluating the reach of our campaign, and what areas our targeted marketing campaign reached. Additionally, surveys at the gate asking if guests stayed overnight and how they heard about the event will allow us to track visitor spending results per the Wisconsin Department of Tourism. Through web and social media analytics, we will also be able to track demographics of our marketing campaign.

## PROMOTIONAL TIMELINE



- A. Distribute Sponsorship Packet
- B. Posters/Flyers
- C. Social Media
- D. E-blasts
- E. Racine Zoo Website - Front Page Banner
- F. Racine Zoo Website - Event Page
- G. TravelWisconsin.com Promotion
- H. Outside Print Advertisements
- I. Wildlife Matters Online Magazine
- J. Large Mailing
- K. Press Release
- L. Billboards
- M. Social Media Cover Photo
- N. Television Appearances
- O. Radio Appearances
- P. Additional Events

**City of Racine**  
**Department of City Finance**  
**S.T.A.R.T Grant Program**  
**(Supporting Tourism Allocation of Room Tax)**

**Eligible Activities:** The City of Racine has established the S.T.A.R.T. (Supporting Tourism Allocation of Room Tax) Grant program to provide competitive, yearly financial assistance, in the form of either a series of small grants, or one larger more-impactful grant, to organized community non-profit groups and organizations engaged in one-time or recurring efforts and activities designed to generate overnight room stays by bringing tourists and visitors to the City from outside the local area. The grant funding is eligible to cover a portion of the costs:

- a.) Associated with providing the labor, equipment, materials and/or supplies, or the contracted services associated with security, logistical, or promotional support of large-impact, destination venues, attractions, festivals, events, parades, or sporting events held in the City of Racine and designed to draw attendees from outside the City.
- b.) Of professional services when same are in pursuit or support of tourism promotions and marketing or the development or enhancement of programs or projects, one-time or recurring, designed to induce spending in Racine from individuals outside Racine on tourism, hospitality, culture, recreation, and/or arts & entertainment.
- c.) Of acquiring personal property and equipment such as sporting and athletic goods, equipment, or protective gear; performing arts equipment, devices, instruments, or gear; games, including tables, boards or hardware; and sound and lighting equipment and/or staging and rigging associated with activities designed to draw visitors from outside the community.
- d.) Of acquiring, fabricating, and/or installing physical markers, signs, plaques, street furnishings, elements of infrastructure, sculptures or art pieces which designate, or are component parts of, or associated with destinations, or features combining together as destinations of an historic, cultural, entertainment, or artistic nature designed to draw visitors from outside the community.
- e.) Of advertising, royalties, awards, prizes, or sponsorships associated with activities covered in a.) through d.) herein.

**Source of Funding:** Each year, the City shall develop a Budget for the use of that fiscal-year's expected receipt of Room Tax revenues, along with any Fund Balance carry-forward of prior year's Room Tax revenues and any earnings thereon, consistent with Wisconsin State Statute, Section 66.75 and the City's established policy on the use of room tax proceeds. Each such Budget shall assign and allocate a portion of Room Tax Revenues, not to exceed forty-percent (40%) of budgeted yearly expenditures, to fund the S.T.A.R.T. Grant program.

**Terms & Requirements:** Grant-eligible applicants must be public, quasi-public, or private organizations, operating as non-profit, or not-for-profit entities, engaged in events, activities, or programming which,

whether as a primary or identified objective, or as a matter of consequence, will likely result in tourists or visitors from outside the local area coming to the City of Racine. Applicant organizations may submit applications yearly for one, or as many as three (3) separate and distinct eligible programs, events, activities, or expenditures, with a combined maximum yearly grant award not to exceed twenty-five-thousand dollars (\$25,000). Organizations that received grants in the past are eligible to re-apply each year, but only to the extent that the activity or event for which they are making application represents a new or first-time activity, event, or element of an event. It is not the aim of the S.T.A.R.T. Grant program to provide recurring yearly funding to established activities or events, but rather to assist with funding new initiatives. Eligible activities must occur within the corporate limits of the City of Racine. Further, they must be open and accessible to the general public, be non-discriminatory and non-political, and held at a venue or in an area which is ADA-accessible. The Grant may not support more than fifty-percent (50%) of the applicant organization's total yearly efforts, programs, activities or events. Applicants may match or cover the remaining costs of non-grant obligations though cash or in-kind volunteer efforts or donations of money, goods, or services. Successful applicants will receive ninety-percent (90%) of grant funds at award, and the remaining ten-percent (10%) upon submission of a post-completion (of the activity, event, program, installation, expenditure) report. Failure to submit a report within 60 days of completion, or submission of incomplete information or inadequate summary data may result in the withholding of the final ten-percent (10%) and/or affect the funding of future applications. If for any reason, an awardee is unable to move forward with, fulfill or complete the program, event, project, or activity to which the grant funds were awarded, the awardee shall promptly return any and all unused and unspent funds to the City, along with an accounting (including itemized invoices, receipts, etc.) of all funds spent and a narrative explanation of the reasons for the lack of fulfillment or completion. If funds were spent on tangible goods or physical equipment still in the awardee's possession, the City may require forfeiture of same.

**Application & Award:** Application forms will be available on line at [www.cityofracine.org](http://www.cityofracine.org) or from the Office of the Finance Director, first floor City Hall, 730 Washington Avenue, Racine, WI 53403. Applications will be accepted each year by 5:00 p.m. on the last business day preceding (and including) December 1<sup>st</sup>. A Review Committee, consisting of the Mayor and City Administrator of the City of Racine, along with The President of Real Racine, shall meet within three weeks of the application deadline and review, evaluate and recommend Grant awards from among those eligible applications received. Grant recommendations must receive Common Council approval, prior to formal award and disbursement. Grant Awards will be released by no later than mid-February.

## S.T.A.R.T. Grant Application

Applicant Organization: **Racine Zoological Society, Inc.**

Project Name/Description: **Racine Zoo Lantern Festival**

Date(s) of Project/Event/Activity: **October 1, 2019 – December 31, 2019**

Address of Organization: **2131 North Main Street, Racine, WI 53402**

President/Manager/CEO of Organization or Chair of Board: **Ralph Malicki**

Phone: **(262) 930-4540** Fax: (\_\_\_\_) \_\_\_\_\_

Email: [ralph@malickispig.com](mailto:ralph@malickispig.com)

Primary contact (person responsible for this project.): Elizabeth Heidorn

Phone: **(262) 636-9291** Fax: **(262) 636-9307**

Email: [bheidorn@racinezoo.org](mailto:bheidorn@racinezoo.org)

Grant Amount Requested: \$25,000.00

  
\_\_\_\_\_

3-28-19  
\_\_\_\_\_

Signature of President or Chair of Organization

Date

  
\_\_\_\_\_

3/28/19  
\_\_\_\_\_

Signature of Primary contact

Date

### Project, Event or Activity Description:

On a separate attachment, please provide your detailed response to the following questions:

Describe the purpose of your organization.

Describe the project, event or activity. This should include:

- Where the project, event, or activity will take place or be used or installed.
- The dates of the event or schedule of the project or activity. If the project will be done in stages, what are the dates of expected completion.
- The types of activities that will take place.
- Who will be involved
- Your goals for the project, event or activity. These could include the number of people, dollars raised, number of overnight visitors or room nights, or the economic impact to the area.
- The list of groups, organizations, volunteers, and others who will partner with you. (if applicable)
- The geographic area and the demographics of the visitors that you expect to attract to the event or project.
- Your marketing plan

- Is this a first time event or activity? One-time? Recurring? A temporary or permanent installation?
  - If the event or activity is recurring or ongoing...
  - -how many years has it been in existence?
  - -what was the attendance at last year's event or activity?
  - -what percentage of attendees came from significant distance (50 mi.+)?
  - -what is the estimated number of room nights for last year's event?

### Budget

#### Projected Expenses

	In-kind	Cash	Included in Grant
<b>Operational Budget</b>			
Travel & Entertainment		\$5,000	
Food/lodging		\$35,000	
Professional services	Lantern Group \$400,000	\$30,000	
Equipment			
Art/sculpture			
Site Fees			
Equipment Rental		\$20,000	
Insurance		\$5,000	
Security		\$5,000	
Labor		\$45,000	
Signs/plaques		\$5,000	
Miscellaneous		\$20,000	
<b>Total Operational Expenses</b>	<b>\$400,000</b>	<b>\$170,000</b>	

<b>Promotional Budget</b>	<b>In-kind</b>	<b>Cash</b>	<b>Grant funds</b>
<b>Marketing/Promotion</b>			
Local	\$30,000	\$20,000	\$5,000
Non-local	\$10,000	\$35,000	\$20,000
Mailing		\$2,000	
Social media/ online marketing		\$5,000	
Printing	\$5,000	\$8,000	
Development of promotional materials	\$2,500	\$5,000	
Other:(incl. awards/prizes)	\$2,500		
<b>Total Promotional Expenses</b>	<b>\$50,000</b>	<b>\$75,000</b>	<b>\$25,000</b>
<b>Total Operational Expenses</b>	<b>\$400,000</b>	<b>\$170,000</b>	<b>\$0</b>
<b>Total Expenses</b>	<b>\$450,000</b>	<b>\$245,000</b>	<b>\$25,000</b>

**Total Event Budget: \$720,000**

**Anticipated Income**

**Sponsorships (cash donations):**   \$100,000  

**Contributions (in-kind services, goods):**   \$100,000  

**Food/beverage sales:**   \$200,000  

**Ticket/admission charges:**   \$1,000,000  

**Booth space rental:**           \$0  

**Membership fees:**           \$0  

**Auction or Sale of Goods/services/Art:**           \$0  

**Other: (Describe):**           \$0

**Post Event Report should include the following information:**

**Goals:**

Restate your quantifiable, measurable goals. Did you meet them? Why or why not?

How did you measure your goals?

**Return on Investment**

As a result of this effort, what is your estimate(s) of visitor/participant spending?

How did the event or project stimulate the local economy? Add to the culture or well-being of the community?

**Earned PR or Media Coverage**

Outline the media coverage received. Include samples of print media or date and time of electronic media coverage.

**Changes/Modifications**

If you were to pursue or complete again, what would you do different and why?

**Also include:**

Event/Project/Activity financials to include Income and Expenses (cash only, not in-kind, staff)

Survey from event holder.

Samples of collateral material and advertising

Photos of the event/activity/installation.

**City of Racine**  
**Department of City Finance**  
**S.T.A.R.T Grant Program**  
**(Supporting Tourism Allocation of Room Tax)**

**Application: Racine Zoological Society, Inc.**  
**March 27, 2019**

**Purpose of the organization:**

The mission of the Racine Zoological Society is to foster an enlightening and affordable wildlife experience that improves the bond between people and nature. The Society will provide for the recreation and education of the people, the conservation of wildlife and wild places, and the advancement of science.

**Where the project, event, or activity will take place or be used or installed:**

Racine Zoo

**The dates of the event or schedule of the project or activity. If the project will be done in stages, what are the dates of expected completion?**

This event will run from October 1, 2019 – December 31, 2019

**The types of activities that will take place.**

**Describe the Event or Project:**

The Racine Zoo was approached by the Lantern Group out of China to be the site of one of their next Lantern Festivals. The Lantern Group was allied by nearly 20 well-known lantern industry enterprises in Zigong. It is the largest industry group of its kind engaged in lantern culture innovation, ranking the top one in overseas market. Lantern Group is engaged in operation and management of the theme cultural performance and exhibition, promotion of Chinese culture and world culture, introduction of international IP, festive carnivals and other cultural industry operation. The business range covers Lantern innovation and research, planning, design, manufacturing of theme parks, the introduction of comprehensive program to scenic spots and theme parks, creative design of partial artistic light and shadow, numeral light and shadow entertainment and the construction project of lighting and landscape.

<http://www.zigonglanterngroup.com/>

**Production Video:**

<https://youtu.be/Fu6zgEesACo>

**LongLeat UK 30 second ad Video:**

<https://youtu.be/J8sAwSuMLnl>

The event will be held throughout the Zoo grounds, mainly in the middle of the Zoo in the large grassy spaces. These lanterns will look like pieces of artwork during the day and will come to life at night for all to see. The lanterns will be assembled throughout the summer, some on Zoo grounds and others close by. The event would open October 1 and close December 31. This would be a ticketed walk-around event after the Zoo has closed and the sun has set. Although there is a similar lantern festival in Milwaukee, this company is the leading lantern company and welcomes the competition.

The Racine Zoo and the Zigong Lantern Group will be the two leading organizations involved in the festival. Of course we will be seeking sponsors for this amazing event, but it will be initially funded by the Racine Zoo and Zigong Lantern Group. The revenues generated by the attendance will pay for the creation of the lanterns and the operations of the event. The Zigong Lantern Group estimates that 100,000 visitors will come to see the festival during the run of the event.

We have reached out to potential partners for sponsorships and joint programming, but at the typing of this request we have not heard back from these organizations. We will be doing promotional advertising in the Journal Times, on our Website, Facebook, Instagram, local TV stations and even radio to achieve the goal of 100,000 guests. We will also purchase time on a video billboard. We anticipate guests will be coming to this event from all across Wisconsin and Illinois, as does the Zigong Lantern Group. That is one of the reasons they investigated the Zoo as the ultimate location for this event.

In regards to a built-in mechanism to fund the event in the future, we truly believe that the success of this event will draw the sponsors it will need to continue this partnership. We will also be taking some of the profits from this event and designating them for seed money for future years. We are looking at this festival running three years, but are open to the potential of a longer run pending on the success of each year.

By partnering with local hotels and restaurants via our connection to Real Racine, we plan to offer a weekend package deal at a discount. Package deals of dinner, tickets to the Chinese Lantern Festival and a Bed and Breakfast stay will be offered via deals. We can mix and match the packages to meet the needs of any cliental, focusing on fun group weekends, date nights or a family getaway. By partnering with local businesses and cross promoting, we plan to entice guests from several hours away to visit Racine. This deal will make traveling a further distance simple, affordable, and accessible, leading to more overnight guests, more spending at local businesses, a greater return on investment, and more guests visiting the Racine Zoo.

#### **Who will be involved?**

The Racine Zoo and the Zigong Lantern Group will be the two leading organizations involved in the festival. The Zigong Lantern Group is the largest industry group of its kind engaged in lantern culture innovation, ranking the top one in overseas market. The event will be held throughout the Zoo grounds mainly in the middle of the Zoo in the large grassy spaces. These lanterns will look like pieces of artwork during the day and will come to life at night for all to see.

**Your goals for the project, event or activity. These could include the number of people, dollars raised, number of overnight visitors or room nights, or the economic impact to the area.**

We want to increase attendance by 100,000 (as estimated by the Zigong Lantern Group) or more throughout the duration of the festival. Between October 1 and December 31, 2018, we had 18,691 ticket sales. Our projected ticket sales from the festival are 118,691.

Another goal is to expand our social media reach. Our objective is to increase our 19,794 Facebook likes, 2,583 Twitter followers, and 1,029 Instagram followers at least 10% each during the festival.

We also would like to drive traffic to our website, especially the front page where we will place a digital banner for the festival. Between October 1 and December 31, 2018, we had 13,266 page views on our homepage. We would like to increase that number by 10% during the festival.

Ticket sales will be utilized to measure total attendance across the event. Zip codes collected with each ticket sold will aid us in evaluating the reach of our campaign, and what areas our targeted marketing campaign reached. Additionally, surveys at the gate asking if guests stayed overnight and how they heard about the event will allow us to track visitor spending results per the Wisconsin Department of Tourism. Through web and social media analytics, we will also be able to track demographics of our marketing campaign.

**Please tell us your measurable project goals with baseline data supporting them:**

With 96 years of history serving the residents of Racine, the Racine Zoo is well connected in the community and will leverage many existing partnerships to ensure the success of this venture. Close ties with Real Racine, the Downtown Racine Corp, the Northside Business Association, Racine Area Merchants and Commerce, Racine Rotary, Visioning Greater Racine, and Greening Greater Racine will all provide networks with which to get the word out, both in terms of bringing in guests and securing partnerships and area sponsorships. Our "Animal Crackers" Jazz concert series has been running over 30 years and has over 20 annual sponsors that already have significant relationships with the zoo and who we will reach out to for this groundbreaking opportunity.

**What other resources, outside of your project budget, are you leveraging? Leverage might include things such as earned media and donated advertising, sponsorships or other grants earned because of the project.**

Our zoo also has earned relationships with television, radio, and news media, making multiple media appearances each month during regular programming. Nearly every press release the zoo sends to its 40 media contacts is picked up by multiple papers. As a member of nationwide Association of Zoos and Aquariums, news from our zoo is often distributed nationwide, and an event of this magnitude would likely lead to added press through those channels.

**Projected Visitor Expenditures:**

Local attendees: 60,000

Non-local overnight attendees: 15,000

Non-local daytrip attendees: 25,000

Total visitor expenditures (as calculated by the State of Wisconsin Tourism graph): \$3,760,000

**The geographic area and the demographics of the visitors that you expect to attract to the event or project.**

This first-time event will be marketed to all of Wisconsin and Illinois as a spectacular lantern festival, focusing on promotion of Racine and all it has to offer. The goal would be to have events within the lantern festival that will get guests to come to the area early, enjoy the festival, spend the night and check out the area the next day too. Since Racine is a destination in itself, we will be using that twist to secure guests coming from all over the area to enjoy this lantern festival. With the assistance of a Joint Effort Marketing Grant, the Lantern Festival will be able to promote to a larger area, draw more guests to the events and create a larger amount of funds to the Racine Zoo which will help sustain the great zoo that we have all come to know and love. We are confident that with this Lantern Festival and the exposure it will give the Zoo and our partner the Zigong Lantern Group, it will be a recurring event for years to come.

**Your marketing plan**

See attached file to email grant submission

**Is this a first time event or activity? One-time? Recurring? A temporary or permanent installation?**

This is a first time event and we plan to do this for three years running.